



Rocket Media

5 Common Home Service Website Mistakes Losing You Leads

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Introduction

If you're not getting the high-quality leads you want from your website, Rocket Media can help.

Your home service company's website is often the first impression a prospective customer has of your brand and services. It can be your best salesperson and your best lead generator.

We've been in the marketing and web development business for contractors in the home services industry across the nation since 2003, so we know a thing or two about how to craft an effective website that can help you generate more leads.

While we haven't seen your website, and therefore can't prescribe tailored advice for your specific business, we can explain the 5 common mistakes that plague home service websites and drive away valuable leads:

1. The website is not mobile optimized
2. The website has poor navigation
3. The website has low content/SEO quality
4. The website has no prices
5. The website has confusing Call-to-Actions (CTAs)

We'll explain the psychology behind why these mistakes drive prospective leads away from your website. We'll also include examples of home service websites that contain these fatal flaws and provide solutions on fixing them.



Website Is Not Mobile Optimized

Poorly designed websites that don't meet customer expectations by providing an effortless experience can unintentionally drive away more than half of your leads.

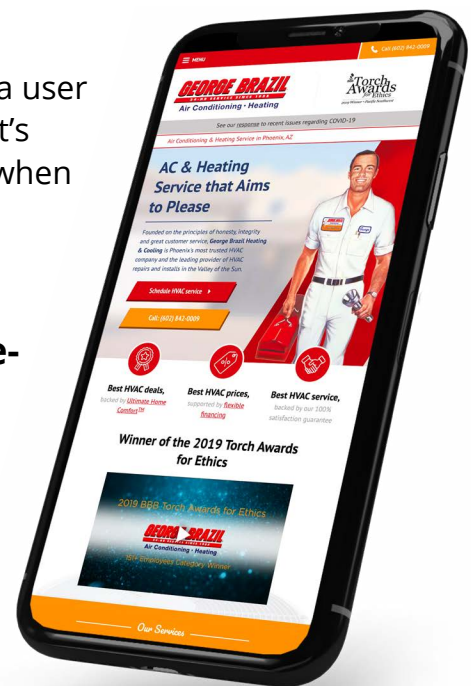
A website that isn't mobile optimized can significantly impact your ability to attract potential leads.

For example, if a website is not properly optimized for mobile and takes too long to load, Google will decrease its search result ranking. This is a problem, considering [organic search is responsible for 53% of all site traffic](#).

On average, 62% of website traffic for our home service clients is from mobile users. With this data in mind, it's safe to say that home service customers are likely looking at your website on their phones. For example, they're searching for "AC repair near me" while standing in front of their leaking HVAC system.

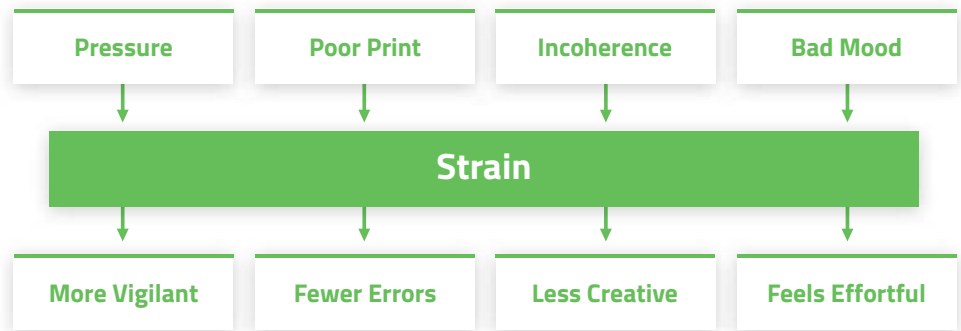
Even if your website has all of the detailed and correct information a user needs to convert, they will exit if it's not mobile optimized, especially when other sites don't require effort to navigate through.

Customers expect mobile-optimized websites.



Having hard-to-use mobile websites causes cognitive strain.

Source: Thinking, Fast and Slow



People want to take the path of least resistance. If your website is confusing or too difficult to use, you're creating "cognitive strain" for your users, and they will want to leave for a more user-friendly website. **"Cognitive strain"** is when a user has to pause what they're doing and try to figure out the next step, complicating their end goal and producing bad feelings.

For example, you've experienced "cognitive strain" if you've ever entered a confusing restaurant and you aren't sure if a host will seat you or if you should seat yourself. Maybe this "cognitive strain" has even caused you to walk out of the restaurant and get dinner elsewhere.

Prospective leads will click away from a site if it isn't mobile optimized and causes too much "cognitive strain." For example:

- The font is too small to read
- Any desired information is hard to find
- The design looks disjointed and incohesive
- Pages take too long to load

Overall, websites that aren't mobile optimized can look unprofessional, out-of-touch with what customers want, and scammy, which is the exact opposite of the trust you want to instill in your customers.



Making Your Website Mobile Optimized

A mobile-optimized website should:

- ✓ **Pass Google's mobile-friendly checker**
Use this tool to [check if your website is mobile friendly](#)
- ✓ **Have a responsive web design**
with a display that shrinks and expands according to the type of device the user is on (e.g., desktop computer, phone, tablet, etc.).
- ✓ **Prioritize ease of use**
People shouldn't be squinting to read the text, looking at misaligned images, or trying to read around chat buttons covering up text.
- ✓ **Load within 5 seconds or less**
[Google has found that people are 62% less likely to purchase from you](#) in the future if they've had a negative experience on mobile. Just a single-second delay in mobile load times can impact your mobile conversions by up to 20% (which, remember, can account for up to half of your traffic). You can [test your company's website mobile speed](#) with Google's load time tool.

At Rocket Media, we optimize home service websites for mobile devices and desktops so that all users have prioritized and organized information accessible to them.

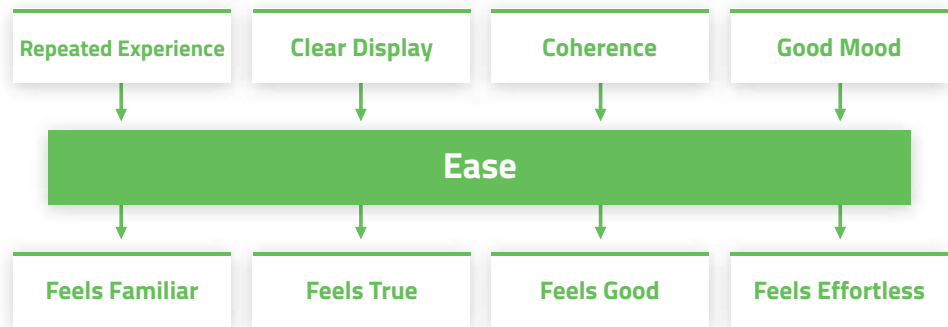


An example of a mobile-optimized website built by Rocket Media.



Having easy-to-use websites on mobile produces good feelings for consumers.

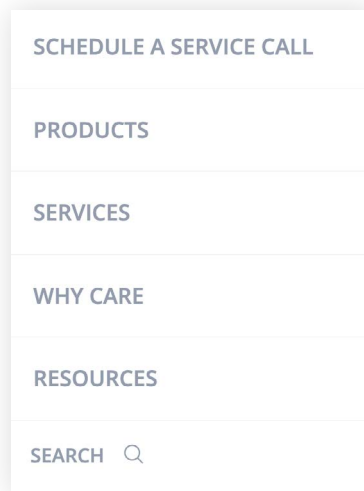
Source: *Thinking, Fast and Slow*



Having a well-designed website for mobile devices can lead to more leads, more customers coming back to the site, and more referrals.

Website Has Poor Navigation

Example of poor navigation: Would installing an AC be under Products or Services?



If services pages are difficult to find through your website's navigation, it creates a roadblock for visitors. For example, imagine if your grocery store decided to store peanut butter on an aisle dedicated to paper towels or toilet paper. How confusing would that be? You'd probably leave and shop somewhere else instead of wasting time searching for it.

Home service websites can have the same navigation and organization problems, losing valuable leads in the process.

When customers cannot find the information they need due to ambiguous navigation, they will leave the site.



When people choose options with a known probability of a favorable outcome (going to a website they know has good navigation) over options with an unknown probability of a favorable outcome (continuing to use a website with poor navigation), this is called the **"ambiguity effect."** What does the ambiguity effect mean for lead generation? It causes "cognitive strain" and too much effort. If prospective customers can't find the information they need in a few clicks, they will leave your website.

What About a Search Function?

Three reasons why website search functions do not replace good navigation:

1 Few real users use the search function

When we've tested search functionality in the past, less than 1% of our home service clients' visitors were using it. This is because most home service website visitors use Google or the navigation bar instead of relying on direct website search engines.

Requests for search functionality typically come from internal teams at home service companies who want to find a specific blog or page, which we can implement into the backend of a Content Management System.

2 Good search functionality is difficult to implement

After using Google, people unrealistically expect thorough search functions on every website they visit. However, similar functionality to Google (e.g., adding auto-suggest and real-time results) takes time and money to implement. For example, Google has excellent fuzzy searching capabilities which find similar, relevant results for you instead of only matching your exact input. If you search "AC," it'll also give you "air conditioner" or "AC" results.

Spending resources to implement a search function that barely anybody uses is a poor return-on-investment.

You might wonder, why not just add a search function onto a website?



3 Home service websites aren't large enough to require it

Most home service websites are under 200 pages. If a search function doesn't serve many results because, well, there just aren't that many hits, your users could lose confidence because their expectation-reality gap widens.

While search functions help users find what they're looking for, home service websites benefit significantly more from a navigation bar that helps guide users to their end destinations.

Making Your Website Easy to Navigate



An example of an easy-to-navigate website built by Rocket Media.

Your home service website's navigation should:

- **Follow how people naturally go through home service websites.** Most homeowners don't want to see AC repairs grouped with furnace repairs when looking for an in-season service. You also want to make sure your Service Area is visible for homeowners, or else they will feel that the whole endeavor was a waste of time.
- **Minimize category overlap.** Users leave a website when there is ambiguity. The navigation should distinctly display products and service offerings.
- **Clearly label products and services.** Don't make people guess what they're clicking on or hovering over.

All in all, if your grandparent or preteen couldn't navigate the site, your customer might not be able to either.



Website Has Low Content/SEO Quality

Every website needs to be found on search engines, or there's no point in having one.

That's where having high-quality content can help rather than ineffective SEO practices.

It's unfortunate, but some SEO agencies look to make a quick buck by promising to increase Google search rankings with "keyword stuffing" (unnaturally loading a webpage with keywords regarding location and services) websites. However, keyword stuffing rather than properly optimizing content that people actually want to read can backfire on you as it can lower your site's ranking if Google suspects it's happening.

You want to avoid your website looking like this:

Heating and Cooling Phoenix - Air Conditioning Repair

Welcome to Cactus Heating and Cooling Phoenix, AZ. Proudly serving Central AZ since 1964.

Cactus Heating and Cooling is central Arizona's top Heating & Air-Air Conditioning Repair and Installation service. With decades of experience and expertise, Cactus Heating and Cooling remains committed to offering affordable 24/7 service. Our skilled heating and cooling specialists are certified and background checked. Our team is here when you need us to meet all your heating and cooling needs in Phoenix, AZ.

An example of keyword stuffing and poor content/SEO quality.

Beyond keyword stuffing, you want to avoid poor SEO practices like intentionally misspelling words in hopes of attracting customers who make typos in their search queries. Not only are these methods ineffective at getting traffic, but they can also turn away traffic that you do get. Remember that incoherent content causing "cognitive strain" equals fewer conversions and decreased search rankings.



Improving Your Website's Ranking & Readability

While every home service business wants its website to rank in search results, it's also critical that its content targets keywords and is useful for users. Creating high-quality content can help your business achieve both goals.

SEO industry sites like Moz and Search Engine Journal states that a perfectly optimized high-quality webpage should:

- ✓ **Provide unique, valuable content**
- ✓ **Have a phenomenal user experience**
- ✓ **Be educational and accurate**
- ✓ **Be correctly formatted**
([Google doesn't want to read a wall of text](#))

...it's also critical that its content targets keywords and is useful for users.

According to Google, the search algorithm will consider if the webpage is comprehensive enough for the purpose of the page.

To ensure the content piece is comprehensive enough for Google, the content writer should consider **what purpose the piece serves**.



The Buyer's Journey is the active research process a potential buyer goes through leading up to a purchase

The purpose of a content piece should fall within the Buyer's Journey.

Source: [Content Marketing Institute](#)



Generally, the purpose of a content piece should help a prospective customer during the 3 stages of the Buyer's Journey:



Awareness



Consideration



Decision (Conversion)

We'll cover the different content purposes below and how each serves a different audience.

Buyer's Journey Stage: Awareness

When prospective customers are in the "Awareness" stage of the Buyer's Journey, they are experiencing a problem and are trying to find a solution from anybody. They don't necessarily know who you are. Your website's content writer should aim to show that your company is the one to go to when there is a problem.

We recommend educational troubleshooting blogs for home services clients (e.g., "Why is My AC Blowing Hot Air") that could answer a prospective customer's problem. These blogs aren't meant to be a total sales pitch but are a way to create awareness of your brand, help with a customer's urgent issue, and establish trust and potential loyalty.

Why Does My AC Shut Off Every Few Minutes?

November 18, 2021



Wondering why your AC keeps shutting off every few minutes?

Is your AC turning off and on by itself? If so, **your system may have a problem called short cycling**. Short cycling is when an air conditioner runs for short periods of time, turns off, then turns back on frequently.

Hearing your AC turn on and off every few minutes is more than just annoying. It can raise your energy bills, cause wear and tear on your AC, and shorten your system's lifespan. Since short cycling causes expensive damage, you'll want to fix whatever is causing the issue ASAP.

In this article, we'll look at the following common culprits of short cycling and what to do for each:

Here is an example of a home service troubleshooting blog, written by Rocket Media



Buyer's Journey Stage: Consideration

When prospective customers move into the “Consideration” stage of the Buyer’s Journey, they have figured out their problem. They are now gathering information about their chosen solution before making a final decision. The “Consideration” stage is when they start searching for frequently asked questions around how much the solutions cost, what they should look for in a contractor, what kind of timeline they’re looking at, etc.

For Home services clients, we recommend cost blogs (e.g., “What is the Cost of an AC Repair in Arizona?”) as a way to inform and qualify leads. While the content writer can pitch your company’s services such as listing the cost of your different AC repairs, they should stay on the side of providing generally applicable information to help a prospective customer decide if the solution is right for them.

What's the Cost to Repair an AC in Florida?

APRIL 27, 2020 | Tagged: [Buyers Guide](#)

If you need an AC repair, your first question will probably be “How much will this cost me?”

The average cost of an AC repair in Florida runs anywhere from \$120 to \$999.

While this seems like a broad range, the final repair cost depends on four main factors:

- [The age of your AC unit](#)
- [The type of repair your AC needs](#)
- [Your AC warranty's validity](#)
- [The HVAC contractor you hire for the repair](#)

You can get a good estimate of how much your AC repair will cost by looking at the factors listed above. However, the only way to get a *precise* estimate is to have an HVAC technician diagnose your AC. Below, we'll discuss the cost factors in-depth and explain how each one affects your total repair cost.

Here is an example of a HVAC cost blog, written by Rocket Media



Buyer's Journey Stage: Decision

The final stage a prospective customer could go through is "Decision," which is when a customer will decide whether or not they will convert and purchase a service or product.

We recommend service pages for Home services clients (e.g., "AC Installations") to help sway a prospective customer into converting with your company and showing how you're different from your competitors.

The customers want to know why they should specifically choose your company. Service pages create an opportunity for content writers to use "value propositions" (promising a value will be delivered, such as 24/7 emergency service). These pages should provide enough information that the most detail-oriented customers (e.g., service hours, certifications you have, etc.) would be satisfied. Once the customer has decided that your company is the most appealing option, they will convert.

All in all, a professional marketing team can help improve your website content to both rank and read better and successfully guide a customer through the Buyer's Journey.

Here is an example of a HVAC service page and value propositions, written by Rocket Media

The screenshot shows a website for "AC Repairs, Installs & Maintenance in Des Moines". The main heading is "Your AC Is In The Best of Hands with Golden Rule". Below this is a paragraph describing the company's mission and services, followed by two call-to-action buttons: "Schedule Online" and "Call now". The page is divided into two columns. The left column has a heading "Here for You When You Need Us Most" and lists service hours (M-F 7:00 to 7:00, weekends 8:00 to 5:00) and 24/7 emergency support. It includes a testimonial from Anita A. The right column has a heading "Servicing 16+ Cities & Towns in Des Moines" and describes the service area (40 square miles) and response time. It features a Google review of 4.8 stars from 4,474 trusted reviews.

AC Repairs, Installs & Maintenance in Des Moines

Your AC Is In The Best of Hands with Golden Rule

Our mission at Golden Rule is to provide better cooling system repairs, replacements and tune-ups for every homeowner in Des Moines. We accomplish this by following the golden rule in everything we do, from small once-off AC repairs and tune-ups to major system replacements. Call today and see why we're the highest-rated AC service company in Des Moines with over 4k verified reviews and counting!

[Schedule Online](#) [Call now](#)

Here for You When You Need Us Most

Golden Rule is open M-F from 7:00 to 7:00 and weekends from 8:00 to 5:00. Have an emergency? We have support 24/7!

We were beyond pleased with being able to get a tech to our house on the same day that we called for service.
—Anita A.

Servicing 16+ Cities & Towns in Des Moines

Golden Rule services over 40 square miles around the Des Moines metro area and has the fastest response times in the city!

4.8 ★★★★★
4,474 Trusted Reviews
Powered by Google



Website Has No Prices

Your customers are willing to pay to know pricing estimates.

Even though **customers value price transparency**, most home service websites don't include prices, not even diagnostic fees. We get it; installation and repair costs are variable and depend on many factors.

However, pricing is prospective customers' #1 priority when looking up information. Even more so, a Wharton School of Business study found that customers are willing to pay an additional 11% for services if they can see the upfront cost. This need for pricing transparency only increases if your competitors show pricing information.

Providing pricing information gives your customers what they want to see. If they don't see pricing information, they will move on in frustration or overload your customer service representatives with pricing questions that the website could have easily avoided.



Adding Pricing to Your home service Website

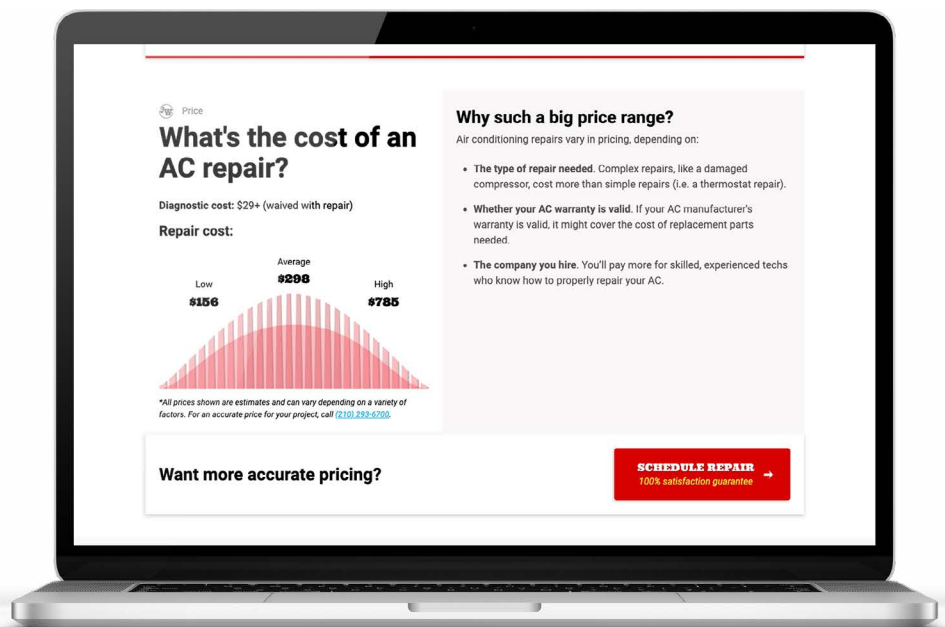
We've conducted user tests for our Home services clients. In them, most users wanted to know the pricing for something—even just the price of a diagnostic.

Essentially, the ranking for adding pricing to your website should go like this:

- 1. Diagnostic fees:** If a user doesn't know how much it would cost to diagnose the problem without paying for a repair, they will often leave the website.
- 2. Tune-up fees:** Preventative care is a massive market for home service companies. Leaving pricing for tune-ups off your site could prevent you from getting a bigger slice of the market.
- 3. Maintenance plan fees:** This is a good pricing comparison with the cost of individual tune-ups over time.
- 4. Installation estimates:** Websites still show estimates without promising an exact price.

Very few home service companies provide pricing, so price transparency can help you stand out in a saturated market.

An example of displaying pricing on a website without promising an exact price built by Rocket Media.



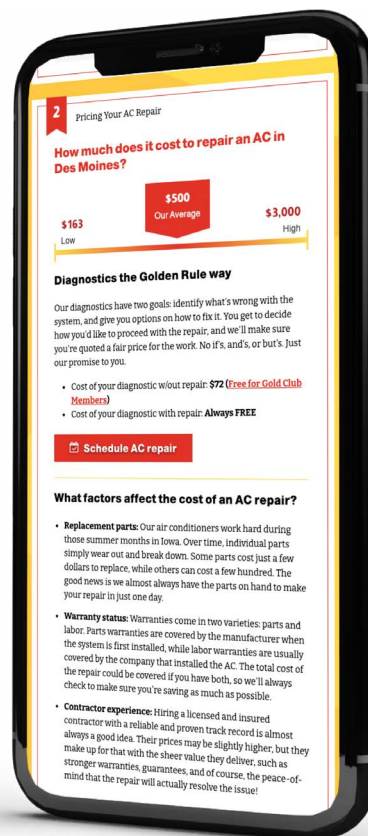
For more complicated services, such as installing a new furnace (where prices can vary widely), you can add pricing in the form of:

- ✓ **Average prices**
- ✓ **Wide price ranges**
- ✓ **Varying pricing depending on different feature upgrades (adding a variable-speed fan or installing a 90% AFUE furnace vs. an 80% AFUE furnace)**

If you go with price averages or price ranges, you can explain the cost factors that impact the range. Or, you can simply state where on the range the pricing could fall (e.g., replacing a furnace's heat exchanger could fall on the high end of a repair cost spectrum because it's the heart of the system).

Pricing transparency will help your website look more trustworthy—even without promising customers a price. **Very few home service companies provide pricing, so price transparency can help you stand out in a saturated market.** Keep in mind that transparency is also something that customers are willing to pay for.

An example of displaying pricing on a website without promising an exact price built by Rocket Media.



Website Has Confusing Call-to-Actions (CTAs)

Having too many CTAs on a webpage can lead to paralysis by analysis

Another way to attract more leads, get them to stay on your website, and convert to paying customers is with more obvious Call-to-Actions (CTAs), which are buttons and links that go to the next action (e.g., a schedule form).

Having too many CTAs on a webpage can lead to paralysis by analysis, which is another cause of “cognitive strain.” Too many choices can cause people to freeze because there are too many choices to choose from, and they’re not confident that their choice is the right one. Therefore, they do nothing and bounce off your website instead of going to the desirable action, for example, scheduling an appointment.

Decreased confidence

In ones actions/choices

Decreased trust

In the site/application

Decreased likelihood of desirable action

Too many complicated CTAs decrease confidence, trust, and reduce conversions.

Source: Nielsen Norman Group

Making Your Website CTAs Simple

Simplifying your website’s CTAs involves:

- **Guiding a customer’s eyes** to fall naturally on the most useful conversion points.
- **Prioritizing the most important CTA** (usually the Schedule button) to be bigger, higher on the page, and in a contrasting color



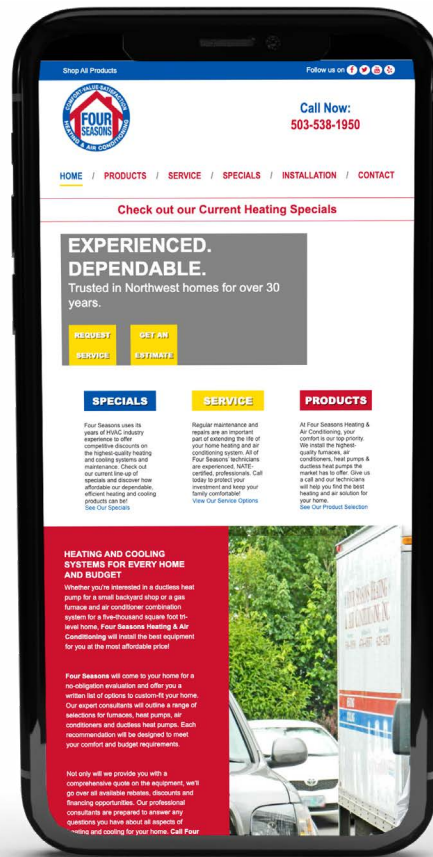
Case Study of Fixing the 5 Common Mistakes

*Rocket Media
can help you
improve your
home service
website to get
more leads.*

A client's old website commits the 5 mistakes listed previously.

✘ Not Mobile Optimized

The old homepage wasn't mobile optimized, which is vital when over 62% of home service website traffic comes from mobile devices.



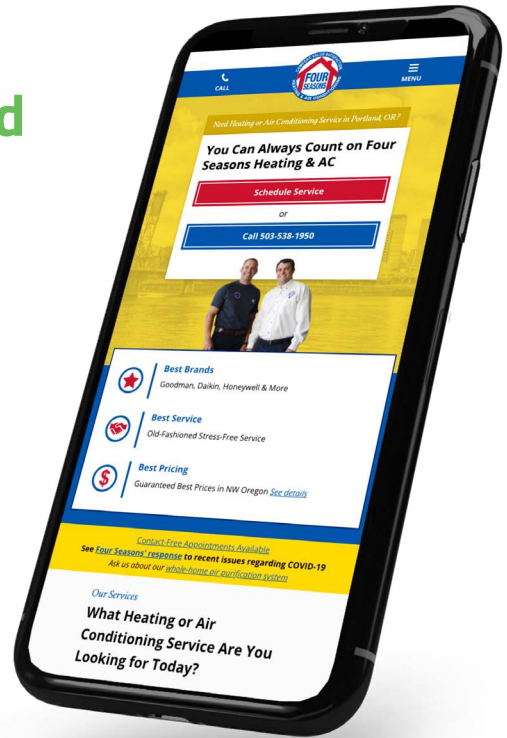
The design is disjointed, with no easy buttons or mobile navigation to click on. It also loaded slowly. According to Google and Deloitte, improving your load time by 0.1 seconds can boost conversion rates by 8%.



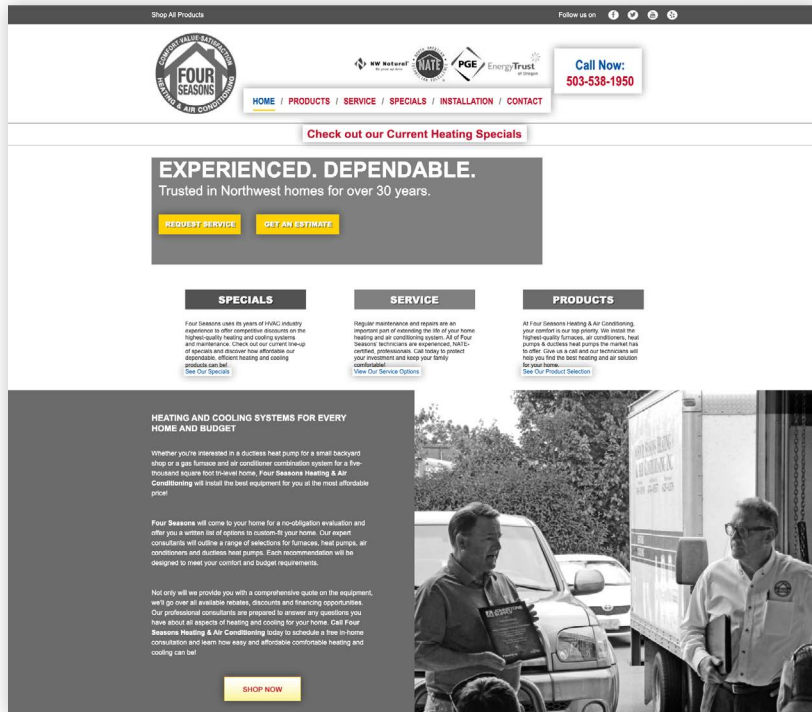
Making Website Mobile Optimized

Rocket Media designed and developed a mobile-optimized website that is as responsive and easy to use as the desktop site.

The new mobile site has self-explanatory buttons and a menu to select. It's well-designed and intuitive for users. It also loads within 1.7 seconds, well within Google's 5-second mobile load speed recommendations for conversions.



✘ Poor Navigation & Too Many CTAs



Remember, each button and link is a potential CTA. As you can see from all the highlighted areas, too many choices not prioritized by level of importance can cause paralysis by analysis for your users.

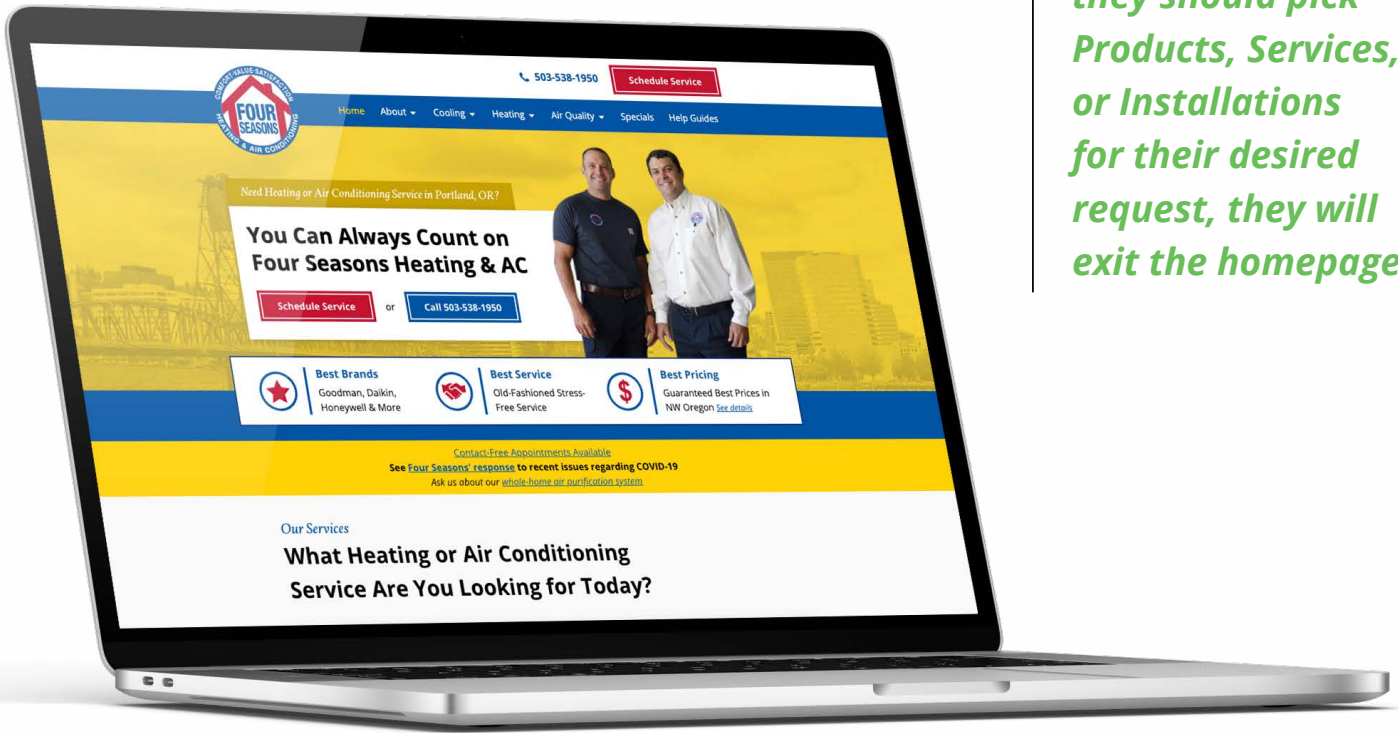
Specials, Products, and Service buttons occur multiple times throughout the page. The client could reserve the space for more information the customer wants to learn about the company (e.g., About Us or a Service Area).



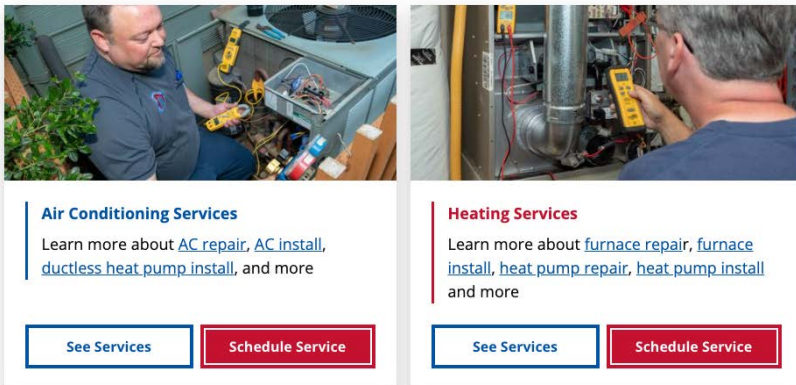
Improving Navigation & CTAs

You can see how we've improved navigation and flow while also simplifying the CTAs here:

When customers aren't sure if they should pick Products, Services, or Installations for their desired request, they will exit the homepage.



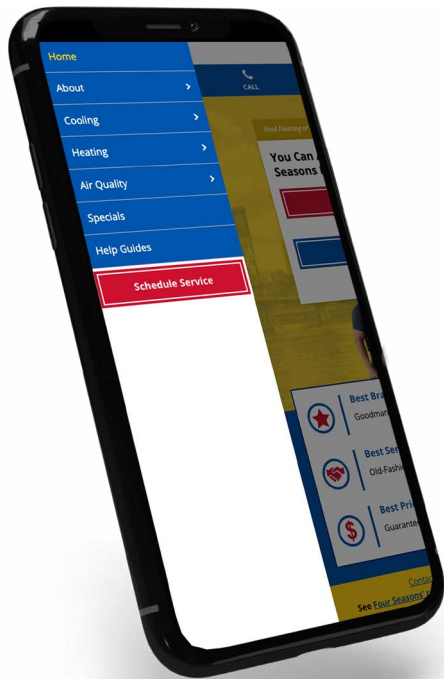
We've changed the navigation to "seasonal" groupings and highlighted the "Schedule Service" CTA button with contrasting colors.



Both information and the schedule CTA buttons have been created for each grouping as they are the most critical pieces of information to highlight and what customers want the most.

Some services have been deprioritized in the hierarchy to be a simple text link.

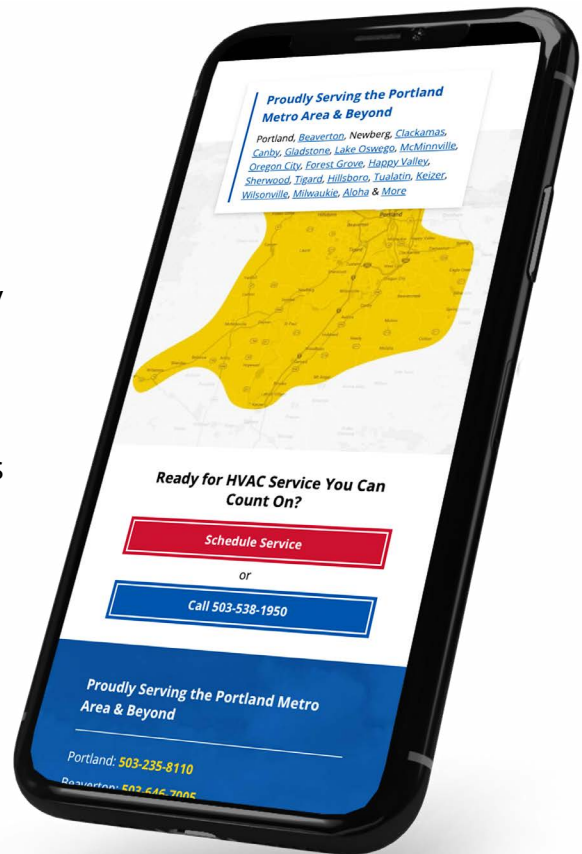




We've moved the Specials page from the homepage to a more prominent spot on the navigation bar to replace it with a Service Area section.

We've also added a final CTA so the customer can simply go to the Schedule page without combing through any additional information or figuring out which category the service they want falls in.

The site revamp creates a natural sense of hierarchy and touchpoints that potential leads are guided to, reducing cognitive strain and paralysis by analysis.




✗ Low Content/SEO Quality & No Prices

Let's look at the webpage regarding Gas Furnaces and see what kind of information we can find there.

GAS FURNACES

The quality of your home's heating system can impact the quality of comfort you and your family enjoy. Natural gas costs less than most other heating sources. It's instant. It's cleaner-burning. It's reliable and trouble-free. If you don't have natural gas heating, now is the perfect time to talk to us about the benefits.

Four Seasons offers a variety of gas furnaces to suit your situation and your budget.



Standard Coleman Comforteer Gas Furnace

Coleman T68S – 80% AFUE	Coleman TG9S – 95.5% AFUE	Coleman TM9V Two-Stage – 96% AFUE	Coleman CP9C – 97.5% AFUE
<ul style="list-style-type: none">• 80% AFUE• 20 year heat exchanger warranty• 1 year labor warranty• Hot surface ignition• 10 year limited parts warranty• All necessary labor• All necessary permits	<ul style="list-style-type: none">• 95.5% AFUE• Lifetime heat exchange warranty• 1 year labor warranty• Hot surface ignition• 10 year limited parts warranty• All necessary labor• All necessary permits	<ul style="list-style-type: none">• 96% AFUE• Variable Speed• Maximum rebates and tax credits• Lifetime heat exchanger warranty• 1 year labor warranty• Hot surface ignition• 10 year limited parts warranty• All necessary labor• All necessary permits• Insulated compartment for quiet operation	<ul style="list-style-type: none">• 97.5% AFUE• Modulates from 35%-100% for maximum comfort control• Maximum rebates and tax credits• Maximum energy savings• Quietest operation• Lifetime heat exchanger warranty• 1 year labor warranty• Hot surface ignition• 10 year limited parts warranty• All necessary labor• All necessary permits• Variable speed blower• Modulating gas valve• Modulating inducer operation• Blower off delay for improved cooling efficiency• Insulated compartment for quiet operation

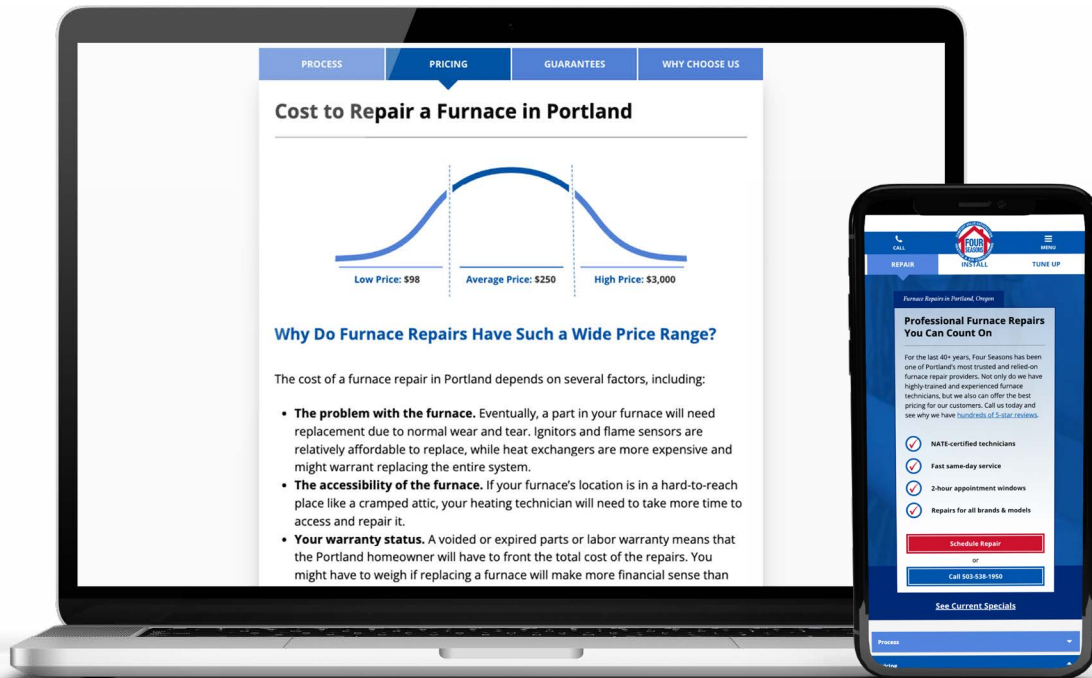
The content in this example isn't comprehensive enough for what customers are looking for when thinking about installing a furnace.

When the user is on the "Purchase Phase" piece of content, like a service page, you want to ensure they have enough content about your unique services and why they should pick you instead of a competitor. Adding pricing transparency is a way of doing that.

This page is not compelling enough for search engines because it's just a list of keywords that customers could find on a manufacturer's website.



Improving Content/SEO Quality & Adding Prices



We added pricing transparency to the service page and value propositions that explain why a customer should choose the client over anybody else.

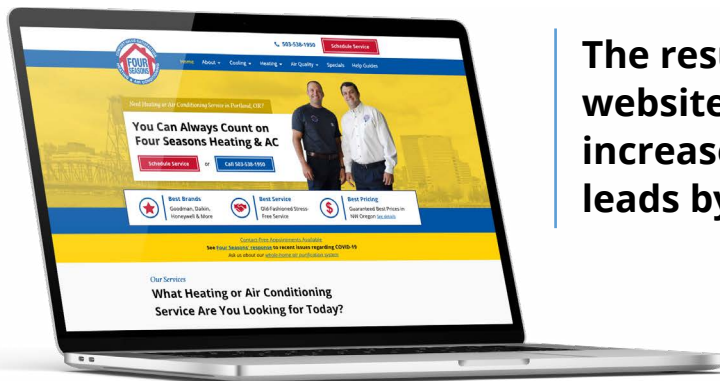
Next, we added a customer testimonial, service area, and other information to provide customers and Google with unique, comprehensive, and valuable content.



Results of Case Study

“Rocket Media is by far the most-outstanding digital marketing firm I have ever had the privilege to partner with! Every Rocket Media team member takes enormous pride in providing their clients with thorough, prompt, effective deliverables; their communication and overall professionalism is superb. I would recommend Rocket Media to anyone!”

Sam Seegmiller,
Sales & Marketing Coordinator at Four Seasons



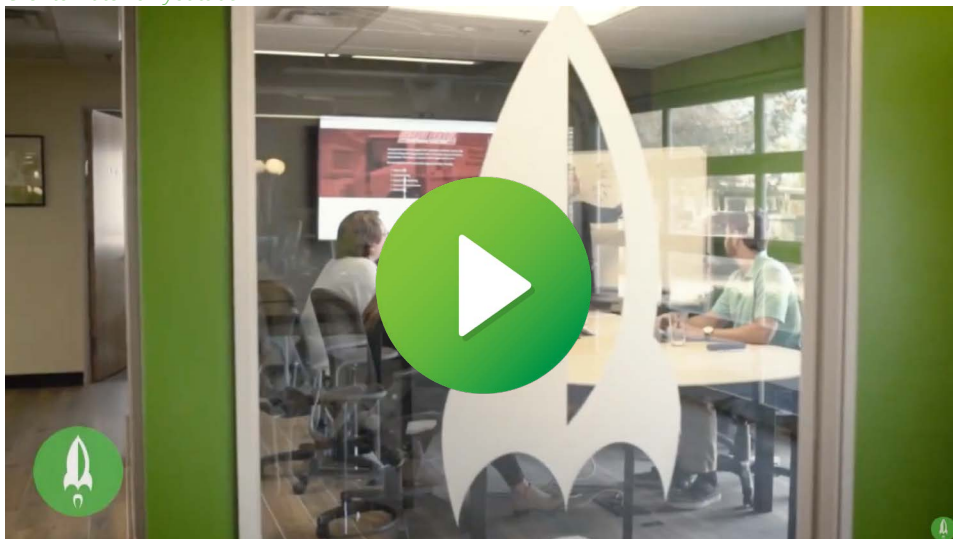
The results of our website revamp increased organic traffic leads by 200.22%



Want Your Home Service Website To Bring In More Leads?

**Contact
Rocket Media!**

Click to watch on youtube



Implementing marketing best practices to avoid these 5 common mistakes requires a variety of experts, from web designers and developers to SEO specialists and content writers.

Rocket Media is a full-service digital agency that can improve your entire website. We specialize in building home service websites and have over 17 years of experience in the industry. Our talented team is a [Google Partner](#), and we've helped 100+ home services companies turn their websites into their best salespeople.

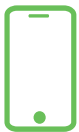
Best of all, our clients own their custom or templated websites and pay month-to-month rates for ongoing digital marketing services.

You can see more of our work for home service websites [here](#).

[Contact us](#), and we'll provide you with a FREE diagnostic (just select "Ebook" under the "How did you hear about Rocket Media?" question!). We'll inspect your home service website for these 5 common mistakes and then provide you with our recommendations.



Questions or comments? No problem.



Call:
[\(800\) 339-7305](tel:(800)339-7305)



Contact:
hello@rocketmedia.com



Visit:
rocketmedia.com

